

AMERICAN IDEALS



From a painting HERBERT PAUS

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Robert E. Lee

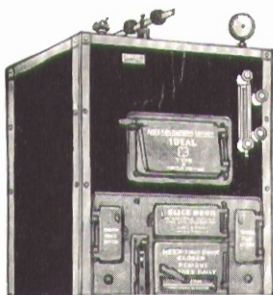
"I HAVE no other ambition," he said, "than to serve in any capacity to which the authorities assign me."

Because of that spirit of self-effacing service, Robert E. Lee will always be to Americans a great ideal.

To such self-effacing service this Company dedicated its products in selecting for them the names AMERICAN and IDEAL. They serve in very humble capacities; they stand unobtrusively against the

walls, or hidden away in cellars; and their success consists in being so faithful that they are forgotten; and in warming American homes so ideally that you are unconscious of the source of the warmth.

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